

<i>SERFF Tracking Number:</i>	<i>PHYS-128539690</i>	<i>State:</i>	<i>Arkansas</i>
<i>Filing Company:</i>	<i>Physicians Mutual Insurance Company</i>	<i>State Tracking Number:</i>	
<i>Company Tracking Number:</i>	<i>PMA3811D</i>		
<i>TOI:</i>	<i>MS08I Individual Medicare Supplement -</i>	<i>Sub-TOI:</i>	<i>MS08I.012 Multi-Plan 2010</i>
	<i>Standard Plans 2010</i>		
<i>Product Name:</i>	<i>Med Sup</i>		
<i>Project Name/Number:</i>	<i>PMA3811D/PMA3811D</i>		

Filing at a Glance

Company: Physicians Mutual Insurance Company

Product Name: Med Sup	SERFF Tr Num: PHYS-128539690	State: Arkansas
TOI: MS08I Individual Medicare Supplement -	SERFF Status: Closed-Filed-	State Tr Num:
Standard Plans 2010	Closed	
Sub-TOI: MS08I.012 Multi-Plan 2010	Co Tr Num: PMA3811D	State Status: Filed-Closed
Filing Type: Advertisement		Reviewer(s): Stephanie Fowler
	Authors: Sonya Dickey, Sara Magee-Garcia	Disposition Date: 07/11/2012
	Date Submitted: 07/06/2012	Disposition Status: Filed-Closed
Implementation Date Requested:		Implementation Date:

State Filing Description:

General Information

Project Name: PMA3811D	Status of Filing in Domicile: Pending
Project Number: PMA3811D	Date Approved in Domicile:
Requested Filing Mode: Review & Approval	Domicile Status Comments:
Explanation for Combination/Other:	Market Type: Individual
Submission Type: New Submission	Individual Market Type:
Overall Rate Impact:	Filing Status Changed: 07/11/2012
	State Status Changed: 07/11/2012
Deemer Date:	Created By: Sara Magee-Garcia
Submitted By: Sara Magee-Garcia	Corresponding Filing Tracking Number:
	PMA3811D
Filing Description:	
RE: Medicare Supplement Insurance Advertisements	
Invitations to Inquire: PMA3811D, PMA3812D	

Attached are copies of the above referenced material for your review and approval. This material will be used to create an interest in the following Medicare Supplement Policies:

Policies Medicare Plans Approval Dates

P020AR A 8-12-09

P025AR F 8-12-09

SERFF Tracking Number: *PHYS-128539690* State: *Arkansas*
 Filing Company: *Physicians Mutual Insurance Company* State Tracking Number:
 Company Tracking Number: *PMA3811D*
 TOI: *MS08I Individual Medicare Supplement - Standard Plans 2010* Sub-TOI: *MS08I.012 Multi-Plan 2010*
 Product Name: *Med Sup*
 Project Name/Number: *PMA3811D/PMA3811D*

P026AR G 8-12-09
 P027AR High Ded F 8-12-09
 High Deductible Premium Discount Rider B345 8-12-09
 P020AR N 5-11-11

The free gift items that would be given to the consumer include a bag clip (valued at \$0.52) and a magnifier (valued at \$0.24).

If you have any questions concerning the material, please contact me at 1-800-228-9100, option 1, option 6, extension 2633. You can also contact me via email at Sara.Magee-Garcia@physiciansmutual.com. Your assistance in getting the material approved for use is greatly appreciated.

State Narrative:

Company and Contact

Filing Contact Information

Sara Magee-Garcia, Advertising Compliance sara.magee-garcia@physiciansmutual.com
 Coordinator
 2600 Dodge Street 402-930-2633 [Phone]
 Omaha, NE 68131 402-633-1096 [FAX]

Filing Company Information

Physicians Mutual Insurance Company	CoCode: 80578	State of Domicile: Nebraska
2600 Dodge Street	Group Code: 367	Company Type:
Omaha, NE 68131	Group Name:	State ID Number:
(402) 633-1188 ext. [Phone]	FEIN Number: 47-0270450	

Filing Fees

Fee Required?	Yes
Fee Amount:	\$100.00
Retaliatory?	No
Fee Explanation:	\$50 per form, 2 forms included
Per Company:	No

COMPANY	AMOUNT	DATE PROCESSED	TRANSACTION #
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	<i>Standard Plans 2010</i>		
<i>Product Name:</i>	<i>Med Sup</i>		
<i>Project Name/Number:</i>	<i>PMA3811D/PMA3811D</i>		
Physicians Mutual Insurance Company	\$100.00	07/06/2012	60702348

SERFF Tracking Number:	PHYS-128539690	State:	Arkansas
Filing Company:	Physicians Mutual Insurance Company	State Tracking Number:	
Company Tracking Number:	PMA3811D		
TOI:	MS08I Individual Medicare Supplement - Standard Plans 2010	Sub-TOI:	MS08I.012 Multi-Plan 2010
Product Name:	Med Sup		
Project Name/Number:	PMA3811D/PMA3811D		

Correspondence Summary

Dispositions

Status	Created By	Created On	Date Submitted
Filed-Closed	Stephanie Fowler	07/11/2012	07/11/2012

<i>SERFF Tracking Number:</i>	<i>PHYS-128539690</i>	<i>State:</i>	<i>Arkansas</i>
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Disposition

Disposition Date: 07/11/2012

Implementation Date:

Status: Filed-Closed

Comment:

Rate data does NOT apply to filing.

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<i>Project Name/Number:</i>	<i>PMA3811D/PMA3811D</i>		

Schedule	Schedule Item	Schedule Item Status	Public Access
Form	PMA3811D	Filed-Closed	Yes
Form	PMA3812D	Filed-Closed	Yes

SERFF Tracking Number: *PHYS-128539690* State: *Arkansas*

Filing Company: *Physicians Mutual Insurance Company* State Tracking Number:

Company Tracking Number: *PMA3811D*

TOI: *MS08I Individual Medicare Supplement - Standard Plans 2010* Sub-TOI: *MS08I.012 Multi-Plan 2010*

Product Name: *Med Sup*

Project Name/Number: *PMA3811D/PMA3811D*

Form Schedule

Lead Form Number: PMA3811D

Schedule Item	Form Number	Form Type	Form Name	Action	Action Specific Data	Readability	Attachment
Status							
Filed-Closed 07/11/2012	PMA3811D	Advertising	PMA3811D	Initial			PMA3811D.pdf
Filed-Closed 07/11/2012	PMA3812D	Advertising	PMA3812D	Initial			PMA3812D.pdf

Physicians Mutual Insurance Company is not connected with, nor endorsed by, the U.S. Government or the Federal Medicare Program.

Policy/Rider Kinds: P020, P025, P026, P027, P029, B345.

[Name,] It's Almost Time To Celebrate...

Don't Miss Out On
Your Special Gift!



Physicians Mutual Insurance Company®



Physicians
Mutual®

Insurance for all of us.®

PMA3811D

Physicians Mutual Insurance Company

A stack of wrapped birthday gifts and a birthday cake with lit candles. The gifts are wrapped in various patterns, including polka dots and stripes. The cake is chocolate with white frosting and several lit candles.

Your 65th birthday is coming up!

That means lots of decisions ...
about retirement, Medicare
and more.

Get your FREE Medicare Gift
Bag and get your party started!

I'm here to help.

[Agent/
Producer
Photo]

[Agent Name]
[Insurance Agent/Producer
License
_____]
[1-999-999-9999]

[email address@emailaddress.com]

Please see back for details. When you respond, an insurance agent/producer will contact you with more information, including prices and limitations.

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Policy/Rider Kinds: P020, P025, P026, P027, P029, B345.

[Name,]

It's almost time to celebrate ...



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Physicians
Mutual®

Insurance for all of us.®

PMA3812D

Physicians Mutual Insurance Company

That means lots of decisions ...
about retirement, Medicare
and more.

Let's talk about the options
that can help give you peace of
mind while you enjoy your
piece of cake!

I'm here to help.

[Agent/
Producer
Photo]

[Agent/Producer Name]
[Insurance Agent/Producer
License #: _____
[1-999-999-9999]

[email address@emailaddress.com]



Please see back for details. When you respond, an insurance agent/producer will contact you with more information, including prices and limitations.